

16th YEAR • A WEEKLY PUBLICATION

Fide Coby
12/17/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

fashion

january

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december

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

january - 1957							february - 1957							march - 1957						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, DECEMBER 14, 1956

Friday Dec. 14 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Dec. 14: Cesar Rubio. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday Dec. 15- Dec. 19	DISPLAY MARKET WEEK IN NEW YORK Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Ave., Chicago 1, Illinois.	NATIONAL ASS'N OF DISPLAY INDUSTRIES	500 EIGHTH AVENUE N.Y. TRADE SHOW BLDG.

WEEK BEGINNING MONDAY, DECEMBER 17, 1956

Monday Dec. 17 8:15 P.M. Dinner	THE "EIGHT" BALL-- DINNER-DANCE Gala dinner-dance for the benefit of the New York City Center of Music and Drama and showing of fashions by Christian Dior-New York. Tickets: \$100.00 each, contact: Lisette Nigot, EL. 5-5725.	BENEFIT FOR N.Y.C. CTR. MUSIC & DRAMA	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Dec. 18 2:00 P.M.- 4:00 P.M. Cocktails	PREVIEW OF GIRLS' KNITTED SPORTSWEAR "The American Way"--first showing of Miss Wonder Teens Spring knitted sportswear for girls in sizes 7-14 and pre-teen 8-16. Press and retail buyers, by invitation only. Publicity: Ruth Shaw, LO. 3-4090.	MISS WONDER TEENS	HAMPSHIRE HOUSE THE COTTAGE
Cancelled Dec. 19	ARNOLD CONSTABLE'S LUNCHEON FASHION SHOW ORIGINALLY SCHEDULED FOR 12:30 P.M. AT THE WALDORF-ASTORIA, EMPIRE ROOM, HAS BEEN CANCELLED.		
Postponed Dec. 19	"FIRST NIGHT BALL" TO BENEFIT AMERICAN THEATRE WING, ORIGINALLY SCHEDULED FOR 10:00 P.M., HAS BEEN POSTPONED TO JAN. 27 AT 8:00 P.M. (See Pg. 8).		
Thursday Dec. 20 4:30 P.M.	FASHION SHOW BY STUDENTS Fashion Institute of Technology students will present their 1956 Fashion Show. Admission by ticket, contact: OR. 5-3307.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET AUDITORIUM
Friday Dec. 21 10:00 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL The 21st annual Christmas Ball for the benefit of the New York Infirmary. By invitation only. N.Y. Infirmary contact: Lois Best, MU. 6-6333.	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS DAY (Tuesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 26 8:00 P.M. Dinner- Dance	THIRD INTERNATIONAL PRESS BALL The Third International Press Ball, sponsored by foreign ambassadors and outstanding personalities in business and the press. For benefit of The United National Children's Fund and The Herald Tribune Fresh Air Fund. Tickets: \$50.00, contact: Lisette Nigot, EL. 5-5725.	THE FOREIGN PRESS ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM
Thursday Dec. 27 12:00 Noon	SHOWING OF SPRING JUNIOR FASHIONS Saks-34th will present Spring junior fashions. Press invited. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	2ND FLOOR THE YOUNGER SET SHOP
Beginning Friday Dec. 28	OPENING OF SPRING JEWELRY COLLECTION Showing to press and trade of Napier's fashion jewelry and boutique gifts for Spring and Summer. For appointments, contact: MU. 5-7390. Publicity: Gino di Grandi Associates, PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Friday Dec. 28 9:00 P.M.	POST-DEBUTANTE "TIARA BALL" The "Tiara Ball" for benefit of the Spence-Chapin Adoption Service. Tickets: \$30.00 per couple. Contact: Alice Cordin, EN. 9-0300.	BENEFIT OF SPENCE - CHAPIN ADOPTION SERVICE	HOTEL PLAZA GRAND BALLROOM
Jan. 1	NEW YEAR'S DAY (Tuesday).		
Beginning Wednesday Jan. 2	SCARVES, STOLES AND NECKWEAR FOR SPRING Baar & Beards will present their scarves, stoles, collars, jackets and shrugs for Spring. Publicity: Peggy O'Grady, 299 Madison Ave., MU. 2-0752.	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Thursday Jan. 3 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING MILLINERY Sally Victor will preview her Spring millinery to the press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Thursday Jan. 3 2:30 P.M.	PREVIEW OF SPRING MILLINERY Miss May will preview her Spring millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday Jan. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HANDBAGS Lewis Purses will preview their Spring handbags to the press. By invitation only. Publicity: Nona James, MU. 5-4834.	LEWIS PURSES	135 MADISON AVENUE SHOWROOM
Saturday Jan. 5 4:00 P.M.	SPRING MILLINERY FOR VISITING PRESS John Frederics will preview his Spring millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday Jan. 5 6:00 P.M. Buffet	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Walter Florell will preview his Spring millinery to the out-of-town press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 6 8:30 A.M.- 4:30 P.M.	PREVIEW OF SPRING ACCESSORIES Open house on Sunday; and Jan. 7 - 11, 9:30 A.M. to 5:30 P.M. Showing of J. H. Kimball's scarfs, handkerchiefs and stoles with accessories by Mark Cross. For out-of-town and local press. Contact: Rith Mitchell, PL. 7-5809.	J. H. KIMBALL; MARK CROSS	MARY MARSH ASSOCIATES 2 WEST 46TH STREET
Sunday Jan. 6 10:00 A.M.- 1:00 P.M. Brunch	SPRING AND SUMMER JEWELRY COLLECTION Trifari, Krussman and Fishel will invite the out-of-town and local press to an informal Open House Brunch showing of their Spring and Summer jewelry collection. By invitation. Publ: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday Jan. 6 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting press to preview her Spring millinery. By invitation only. Contact: MU. 8-1224.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND
Sunday Jan. 6 12:30 P.M. Luncheon	SPRING MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Spring millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON - 5TH FLOOR
Sunday Jan. 6 2:00 P.M. Champagne	SPRING MILLINERY FOR OUT-OF-TOWN PRESS Informal showing of Mr. Arnold's Spring millinery to the out-of-town press. By invitation only. Publicity: Peggy Cantor, PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR GOLD SUITE
Sunday Jan. 6 3:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery for the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday Jan. 6 4:30 P.M.- 8:30 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an Open House buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	CHEZ VITO 36 EAST 60TH STREET
Jan. 6- Jan. 9	SPRING MARKET WEEK IN LOS ANGELES BY THE CALIFORNIA FASHION CREATORS. Contact: California Fashion Creators, 740 South Broadway, Los Angeles 14.		
Monday Jan. 7 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Irene will preview both her Irene of New York and Rivera Spring millinery collections. By invitation only. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Monday Jan. 7 10:00 A.M. Breakfast	PRESS PREVIEW: MID- WINTER FURNITURE Gimbels will preview new model rooms from their Mid-Winter furniture collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Monday Jan. 7 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will preview his Spring millinery. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7 2:30 P.M.	PREVIEW OF SPRING MILLINERY Laddie Northridge will preview his Spring millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON - 5TH FLOOR
Monday Jan. 7 9:00 P.M. Champagne	PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery to press and buyers, By invitation only. Contact: MU. 8-1224.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Beginning Monday Jan. 7	SPRING JEWELRY FOR VISITING PRESS Informal showings for the visiting press of Napier's Spring and Summer fashion jewelry and boutique gifts. Contact: MU. 5-7390. Publicity: Gino di Grandi Assoc., PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Showing of Coro's Spring and Summer costume jewelry collection. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1957 ladies' handbag collections. Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES' HANDBAG IND.	INDIVIDUAL MFRS. SHOWROOM
Beginning Monday Jan. 7	OPENING: SPRING-SUMMER SHOE COLLECTIONS Opening of Spring and Summer shoe collections by: Delman, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, Frank Lipare, Inc., I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox. Contact: John Jerro, 40 W. 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Showing of the Spring and Summer collection of Glentex scarfs, neckwear and accessory wraps. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING SCARF COLLECTION Opening of Vera's collection of Spring and Summer scarves and neckwear accessories. (<u>Note Change of Date.</u>) Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Vendome will present its Spring collection of couturier fashion jewelry. Publicity: Ann R. Silver Associates, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Monday Jan. 7- Jan. 10	FORTY-SIXTH ANNUAL CONVENTION Theme: "Building for Retailing's Golden Age". Thirty session conference on merchandising, personnel, store management, credit, sales promotion and advertising. Price: \$10.00--a person; \$50.00--firm. Contact: Nevin Fidler, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7- Jan. 18	HOME FURNISHINGS MARKET IN CHICAGO Showing of furniture; floor coverings; major and electrical appliances; radio and television; curtains and draperies; upholstery fabrics; lamps and shades; bedcovering, linens and domestics; housewares; china; glass-ware and pottery; gifts; toys, games and wheel goods. Contact: Merchandise Mart, Chicago.	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Jan. 7- Jan. 18	DISPLAY OF SPRING FASHIONS Seventeen Magazine's display of Spring fashions from the February, March and April issues for store and buying office executives. Showing at 9:30 and 2:30 (February, March); 10:30 and 3:30 (April). Contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	VANDERBILT HOTEL
Monday Jan. 7- Jan. 23	OPENING OF SPRING LINGERIE COLLECTION Vanity Fair Mills will present their Spring lingerie with showings at 10:00, 11:00, 2:30 and 3:30, Jan. 7 - 23; and Jan. 24, 25 at 10:00 and 11:00. Contact: Dorothy Tivis, MU. 8-4305.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE (AT 51ST ST.) - 6 FL.
Tuesday Jan. 8 9:00 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Mr. Arnold will present his Spring millinery to press and buyers. By invitation only. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Jan. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Gimbels will preview their Spring bridal fashions. By invitation only. <u>Customer showings</u> , Thurs., Jan. 10 at 6:00 P.M. and Sat., Jan. 12 at 11:00 A.M., in the fourth floor auditorium. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday Jan. 8 2:30 P.M. Coffee	PREVIEW OF JUNIOR SUMMER DRESSES Preview for press and buyers of Alfred Werber's Summer dresses for juniors. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	ALFRED WERBER OF ST. LOUIS	PAUL JAMES 1441 B'WAY - 25TH FL.
Tuesday Jan. 8 2:30 P.M.	CRUISE DRESSES BY JERRY GILDEN Russeks will present Cruise dresses by Jerry Gilden. Press invited. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Jan. 8 3:30 P.M.	CRUISE AND SPRING FASHIONS Charles Gelatt will present his Cruise and Spring fashions, available at Gunther Jaeckel, the first of "Tea and Cocktail Time" Tuesday fashion shows. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CHARLES GELATT, INC. (27 EAST 62ND ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday Jan. 8 7:00 P.M.	SEMI-ANNUAL MILLINERY SHOW Semi-annual Spring millinery fashion show for buyers, merchandise and retailers. By invitation only. Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 7:30 P.M. Dinner	SHOWING OF HOUSE & DAYTIME DRESSES Twenty-third annual fashion show of Spring and Summer house and daytime fashions. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 9 9:00 A.M. Breakfast	PREVIEW OF SPRING- INTO-SUMMER LINGERIE Preview of Gracette's Spring lingerie and the Eve Jr. collection, designed by Eve Stillman. By invitation. Publicity: Margaret Hodge, PL. 5-7630.	GRACETTE LINGERIE	102 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Jan. 9 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Thursday Jan. 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> at 5:30 P.M. on the fourth floor in the store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday Jan. 10 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will preview his Spring and Summer millinery. By invitation only. Contact: Jan Aaron, MU. 8-4905.	MR. JOHN, INC.	51 EAST 57TH STREET SALON
Friday Jan. 11 8:30 A.M.- 10:15 A.M.	FASHION SHOW IN McCALL'S PATTERNS "Fashion Excitement 1957"--special preview presented by Tobey, fashion show commentated by Dorothy Vernon of McCall's Paris office. For stores and press, by invitation only. Publicity: Miraed Peake, MU. 6-4600.	McCALL'S PATTERNS (McCALL CORPORATION)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday Jan. 14 4:30 P.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview of Resort daytime fashions, also a group of specially designed cocktail and evening dresses for "Miss Bergdorf". By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Jan. 15 12:30 P.M. Luncheon	RESORT FASHIONS BY BRANELL Best will present Resort and early Spring fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA PEACOCK LOUNGE
Tuesday Jan. 15 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW OF CHILDREN'S COSTUMES "Children in Style"--The Costume Institute's first children's exhibition, with a colorful presentation of costumes, portraits and fashion prints, from 16th to 20th centuries. Members' preview: Jan. 16, 8:00-11:00 P.M. Open to public from Jan. 17. Publicity: Lillian Green, TR. 9-5500.	COSTUME INSTITUTE- MET. MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
Thursday Jan. 17 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING Co-Chairmen: Frances Hodges and Conoldine Burnett. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 17 6:00 P.M.	JUNIOR DRESSES BY SUE BRETT Russeks will present Cruise junior dresses by Sue Brett. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR

OPENING OF SPRING COLLECTIONS IN LONDON, ROME, FLORENCE AND PARIS

Beginning Friday Jan. 18	"LONDON WEEK"-- SPRING COLLECTIONS Presentation by twenty-five manufacturers of ready-to-wear, accessories and fabrics on Jan. 18, 19, 21. N.Y. Contact: Rosemary Sheehan, CI. 7-8060.	BRITISH MFRS. GROUP	LONDON, ENGLAND
Saturday Jan. 19- Jan. 21	OPENING OF ROMAN COUTURE COLLECTIONS Jan. 19: Showing of fashion accessories; La Tessitrice Dell'Isola, Fontana, Simonetta, Capucci. Jan. 20: Ferdinandi, Fabiani, Carosa. Jan. 21: Eleanora Garnett, Gattinoni, Mingolini-Gugenheim, Giovanelli. Contact: Constantino Parisi, Via Dei Burro 147, Rome, Italy.	CENTRO ROMANO PER L'ALTA MODA ITALIANA	ROME, ITALY
Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 22- Jan. 25	OPENING OF FLORENCE COUTURE COLLECTIONS Jan. 22: Millinery Show; Avagolf, Valditevere, Mammini, Giara D'Arno, Vito, Myricae, Glans; Mirsa, Avolio, Bertoli, Marucelli Sport. Jan. 23: Marucelli, Antonelli, Schuberth. Jan. 24: Guidi, Veneziani, Emilio. Jan. 25: Giuliano, Zoen, Sarli, Centinaro, Gregoriana. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS Jan. 28: Jean Patou, Claude Riviere, Jacques Heim, Mad Carpentier, Vera Borea, Revillon, Raphael. Jan. 29: Balmain, Carven, Lola Prusac, Nina Ricci, Irene Dana, Madeleine de Rauch, Maggy Rouff. Jan. 30: Jacques Fath, Jean Desses, A.C.P., Lanvin (Castillo), Gres, Bruyere. Jan. 31: Christian Dior, Jacques Griffe, Jeanne Fardeau, Germaine Lecomte, Hermes, Renee Lise. Feb. 1: Amny Blatt, Guy Laroche, Jacqueline Godard, Michele Lambert, Catherine Sauve, Doeuillet-Doucet. Feb. 2: Charles Montaigne, Ardanse. Feb. 4: Bernard Sagardoy, Geo. Bilman. Feb. 5: Helen Hubert. Feb. 6: Maurice Roger, Georgette Renal. Feb. 7: France Pieri, Raymonde Coste. Feb. 8: Valentine Bourgade. Feb. 11: Irmone. Feb. 12: Amy Linker. Feb. 13: Line Carmine. Feb. 14: Regine Lutece. Feb. 28: Madeleine Vramant. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Monday Jan. 21 12:15 P.M.; 6:00 P.M.	SPRING COTTONS BY KAY WINDSOR Saks-34th will present "My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 23 4:00 P.M.	PRESS PREVIEW OF NEW FLOORING By invitation only.	WILLIAM GOLD, INC. Contact: Ted Materna Assoc., GR. 7-8862.	19 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Sunday Jan. 27 8:00 P.M. Dinner	SECOND ANNUAL "FIRST NIGHT BALL" Second Annual "First Night Ball" for benefit of the American Theatre Wing, with a 90-minute musical cavalcade "Salute to the President". Producer: Arthur Schwartz. Director and choreographer: Helen Tamiris. Sets: Stewart Chaney. Costumes: Alvin Colt. Tickets: \$50.00, contact: The Weber Co., 147 E. 62nd St., TE. 8-5530. (Note Change of Date and Time). Publicity: Michael Sean O'Shea, 681 Fifth Ave., PL. 5-9487.	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual fashion show for benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	DAVIDOW.	550 Seventh Avenue.	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
Feb. 4	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.).	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.).	LO. 4-3923
Feb. 4	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.).	PE. 6-0206
	BY BRANELL.	530 7th Ave. (27 Fl.).	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.).	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.).	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.).	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.).	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.).	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.).	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.).	LO. 4-1860
	JOBBER, INC.	530 7th Ave. (20 Fl.).	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.).	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.).	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.).	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.).	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.).	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.).	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.).	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.).	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.).	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.).	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.).	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.).	CH. 4-2617

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday
Dec. 17 EIGHTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon... Dec. 17: Mozart's LE NOZZE DI FIGARO. Tues... Dec. 18: Verdi's
ERNANI (Philadelphia). Wed... Dec. 19: Donizetti's LUCIA DI LAMMERMOOR.
Thurs... Dec. 20: Puccini's MADAMA BUTTERFLY. Fri... Dec. 21: Offenbach's
LA PERICHOLE. Sat... Mat... Dec. 22: Offenbach's LES CONTES D'HOFFMANN.
Sat... Eve... Dec. 22: Verdi's ERNANI. Publ.: Francis Robinson, PE.6-1200.

Tuesday
Dec. 18 PREMIERE: "BABY DOLL" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
8:30 P.M. Karl Malden, Carroll Baker, Eli Wallach, Mildred Dunnock and Lonnie Chapman
will star in the Newtown Production, directed by Elia Kazan for Warner
Brothers. Costumes: Anna Hill Johnstone. Premiere for benefit of Actors'
Studio. Tickets: \$50.00, contact: CI. 6-1077. Warner Publicity: Eve
Siegel, CI. 6-1000.

Tuesday
Dec. 18 OPENING: "THE GOOD WOMAN OF SETZUAN" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
Uta Hagen will star in a new play written and directed by Eric Bentley and
produced by T. Edward Hambleton and Norris Houghton. Featuring: Gerald
Hiken, Zero Mostel and Albert Salmi. Sets and costumes: Wolfgang Roth.
Lighting: Klaus Holm. Publicity: Ben Kornzweig, PE. 6-2340.

Tuesday
Dec. 18 FIRST WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues... Dec. 18: SWAN LAKE, INTERPLAY, STILL POINT, WESTERN SYMPHONY.
Wed... Dec. 19: DIVERTIMENTO NO. 15; FANFARE, PAS DE DIX, SYMPHONY IN C.
Thurs... Dec. 20: SERENADE, ALLEGRO BRILLANTE, THE CAGE, BOURREE FANTASQUE.
Fri... Dec. 21: DIVERTIMENTO NO. 15, INTERPLAY, PAS DE DIX, WESTERN SYMPHONY.
Sat... Dec. 21-Sun... Dec. 30: THE NUTCRACKER. Publ: Phillip Bloom, CH. 4-5185.

Wednesday
Dec. 19 PREMIERE: "BUNDLE OF JOY" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
8:30 P.M. Eddie Fisher and Debbie Reynolds will star with Adolphe Menjou, Tommy
Noonan and Nita Talbot in RKO's Technicolor-SuperScope musical comedy.
Producer: Edmund Granger. Director: Norman Taurog. Costumes: Howard
Shoup. Premiere for benefit of First Aid for Hungary and Care, tickets:
\$2.50-\$50.00. RKO Publicity: John Springer, JU. 6-5050.

Wednesday
Dec. 19 OPENING: "SPEAKING OF MURDER" ROYALE THEATRE, 242 WEST 45TH STREET
Courtney Burr and Burgess Meredith will present Audrey and William Ross'
new play starring Brenda de Banzie, Estelle Winwood and Lorne Greene with
Neva Patterson. Director: Delbert Mann. Sets and lighting: Frederick Fox.
Costumes: Alice Gibson. Publicity: Byram-Perlman, CI. 5-9125.

Thursday
Dec. 20 OPENING: "UNCLE WILLIE" GOLDEN THEATRE, 252 WEST 45TH STREET
Menasha Skulnik will star in a new comedy by Julie Berns and Irving Elman,
presented by Albert Lewis and Samuel Schulman in association with
I.B. Joselow. Featuring: Nita Talbot, Edith Fellows, John Connell, Arline
Sax, Norman Feld, Martin Rudy. Director: Robert Douglas. Set and light-
ing: Ralph Alswang. Costumes: Guy Kent. Publ.: Nat Dorfman, LO. 3-0858.

Thursday
Dec. 27 OPENING: "PROTECTIVE CUSTODY" BELASCO THEATRE, 114 WEST 44TH STREET
Faye Emerson will star with Fritz Weaver and Thayer David in the William
Berney-Howard Richardson melodrama produced by Anderson Lawler in associa-
tion with Will Lester Productions. Director: Herbert Berghoff. Sets and
costumes: Peter Larkin. Lighting: Lee Watson. Publicity: Phillip Bloom,
CH. 4-5185.